"Express Mail" Label No. EV 322 216 917 US

Date of Deposit April 12, 2005

Client Reference No.: ID-RSV-229

Attorney Docket No.: 15358-006000US

I hereby certify that this is being deposited with the United States Postal Service "Express Mail Post Office to Address" service under 37 CFR 1.10

APR 1 2 2005

on the date indicated above and is addressed to

Mail Stop: RCE

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN J. HULL et al.

Application No.: 09/905,036

Filed: July 12, 2001

For: TECHNIQUES FOR TARGETING

INFORMATION TO USERS

Examiner: Chongshan Chen

Art Unit: 2162

SUPPLEMENTAL INFORMATION

DISCLOSURE STATEMENT UNDER 37

CFR §1.97 and §1.98

Mail Stop: RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

The references cited on attached form PTO/SB/08A and PTO/SB/08B are being called to the attention of the Examiner. In accordance with 37 CFR §1.98(d), copies of the non US Patent references can be found in Application No. 09/636,039, filed August 9, 2000 (Attorney Docket No. 015358-004240US) from which the present application claims priority.

The present application is a continuation-in-part (CIP) application of U.S. Application No. 09/483,092 filed January 14, 2000 (Atty. Docket No. 15358-005900US). JONATHAN J. HULL et al. Application No.: 09/905,036

Page 2

Applicant would like to draw the Examiner's attention to U.S. Application No. 10/936,782 filed

September 7, 2004 (Atty. Docket No. 15358-005920US) which is a continuation of U.S.

Application No. 09/483,092.

It is respectfully requested that the cited references be expressly considered

during the prosecution of this application, and the references be made of record therein and

appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no representation is being made that a

search has been conducted or that this statement encompasses all the possible relevant

information, and no inference should be made that the information and references cited are, or

are considered to be material to patentability because they are in this statement. No inference

should be made that the information and references cited are prior art merely because they are in

this statement.

Applicant believes that no fee is required for submission of this statement, since it

is being submitted prior to the first Office Action. However, if a fee is required, the

Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-

1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted

Deposit Account.

Respectfully submitted,

S. B. Kobwal

Sujit B. Kotwal Reg. No. 43,336

TOWNSEND and TOWNSEND and CREW LLP

Two Embarcadero Center, Eighth Floor

San Francisco, California 94111-3834

Tel: 650-326-2400

Fax: 650-326-2422

SBK:crf

60465105 v1



INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 3

	Complete if Known
Application Number	09/905,036
Filing Date	July 12, 2001
First Named Inventor	Hull, Jonathan J.
Art Unit	2162
Examiner Name	Chongshan Chen
Attorney Docket Number	015358-006000US

		•	U.S. PATENT DO	CUMENTS+	
		Document Number			
Examiner Initials*	Cite No.¹	Number Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	AA	US-6,681,370	01-20-2004	Gounares et al.	
	AB	US-6,582,475	06-24-2003	Graham et al.	
	AC	US-6,553,373	04-22-2003	Bogurev et al.	
	AD	US-6,457,026	09-24-2002	Graham et al.	
	ΑE	US-6,339,437	01-15-2002	Nielsen et al.	
	AF	US-6,335,730	01-01-2002	Gould	
	AG	US-6,275,229	08-14-2001	Weiner et al.	
	AH	US-6,259,458	07-10-2001	Theisen et al.	
	ΑI	US-6,222,547	04-24-2001	Schwuttke et al.	
	AJ	US-6,131,092	10-10-2000	Masand	
	AK	US-6,085,202	05-02-2000	Yamaguchi	
	AL	US-6,057,839	05-02-2000	Advani et al.	
	AM	US-5,847,709	12-08-1998	Card et al.	
	AN	US-5,838,323	11-17-1998	Rose et al.	
	AO	US-5,806,079	09-08-1998	Rivette et al.	
	AP	US-5,768,578	06-16-1998	Kirk et al.	
	AQ	US-5,721,902	02-24-1998	Schultz	
	AR	US-5,530,942	06-25-1996	Tzou et al.	
	AS	US-2003/0051214	03-13-2003	Graham et al.	
	AT	US-2002/0065814	05-30-2002	Okamoto et al.	
	AU	D 395,297	06-16-1998	Cheng et al.	
	AV	D 398,299	09-15-1998	Ballay et al.	
	AW	D 400,195	10-27-1998	Utesch	
,	AX	D 400,520	11-03-1998	Baker et al.	
	AY	D 418,826	01-11-2000	Pavely et al.	
	AZ	D 419,144	1-18-2000	Baker et al.	
	BA	D 424,036	05-02-2000	Arora et al.	
	BB	D 425,039	05-16-2000	Shields	
	BC	D 425,497	05-23-2000	Eisenberg et al.	
_	BD	D 435,561	12-26-2000	Pettigrew et al.	
	BE	D 439,585	03-27-2001	Law et al.	
	BF	D 445,802	07-31-2001	Greminger	
	BG	D 449,050	10-09-2001	Graham	
	BH	D 456,817	05-07-2002	Graham	
		<u> </u>			
					
				 	

Examiner Signature	Date Considered	

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Applicant's unique citation designation number (optional). Kind Codes of U.S. Patent Documents at www.uspto.gov or MPEP 901.04. Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. Strind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. Applicant is to place a check mark here if English language Translation is attached.

PTO/SB/08A (08-03)

015358-006000US

Substitute for form 1449A/PTO Complete if Known **Application Number** 09/905,036 INFORMATION DISCLOSURE July 12, 2001 Filing Date STATEMENT BY APPLICANT First Named Inventor Hull, Jonathan J. Art Unit 2162 (use as many sheets as necessary) Chongshan Chen **Examiner Name**

Attorney Docket Number

APR 1 2 2005

Sheet

FOREIGN PATENT DOCUMENTS								
Examiner Initials*	Cite No.1	For Country Code ³	eign Patent Docu Number ⁴	ument Kind Code ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	Τ ⁶
	BI	ЛР	11-213011		08-06-1999			abs onl
	ВЈ	DE	198 59 180	Al	12-21-1998			
-	BK	wo	97/12328	Al	04-03-1997			
	BL	GB	2 332 544	A	06-23-1999			
								T

Examiner Signature	Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

*Applicant's unique citation designation number (optional).

Kind Codes of U.S. Patent Documents at www.uspto.gov or MPEP 901.04.

*Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3).

*For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

*Stind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible.

*Applicant's unique of the patent document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible.

*Applicant's unique of the two-letter code (WIPO Standard ST. 16 if possible) and the patent document under WIPO Standard ST. 16 if possible.

*Applicant's unique of the two-letter code (WIPO Standard ST. 16 if possible) and the patent document under WIPO Standard ST. 16 if possible.

*Applicant's unique of the two-letter code (WIPO Standard ST. 16 if possible) and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Standard ST. 16 if possible and the patent document under WIPO Sta place a check mark here if English language Translation is attached. 60465105 v1

PTO/SB/08B (08-03)

Substitute for form 1449B/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

Application Number	09/905,036	
Filing Date	July 12, 2001	
First Named Inventor	Hull, Jonathan J.	
Art Unit	2162	
Examiner Name	Chongshan Chen	
Attorney Docket Number	015358-006000US	

Complete if Known

	NON PATENT LITERATURE DOCUMENTS Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item					
Examiner Initials *	Cite No. ¹	(book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T			
	ВМ	BALASUBRAMANIAN, V., State of the Art Review on Hypermedia Issues And Applications, chapter 5 - Information Retrieval Issues, E-Papyrus, Inc., April 1998 (downloaded from website on 12/15/04) on the internet: http://www.e-papyrus.com/hypertext-review/index.html				
	BN	Adobe Systems Incorporated, Acrobat Reader, 1999, Adobe Systems Incorporated, Version 4.0.				

Examiner	Date	
Signature	Considered	

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Applicant's unique citation designation number (optional). Applicant is to place a check mark here if English language Translation is attached.